

ABSTRACT

Adelweis Alfia Rezki, 16101155310509, majoring in management in 2016, The Effect of Product Display and Store Atmosphere on Impulsive Buying Retention in Purchasing Interests as Intervening Variables, under the guidance of Mr. Emil Salim, SE, MM and Mr. Rio Andhika Putra, SH.MM

This study aims to determine how much influence the Product Display and Store Atmosphere on Impulsive Buying in Purchase Interest as an Intervening Variable (Case Study at the Padang City Shop in Queensland). Data collection methods through survey and distribution of population with a population of 4,968. The analytical method used is descriptive analysis, validity and reliability test, classic assumption test consisting of normality test, heterokedacity test and meltikolinearity test. Multiple linear regression analysis, to test the hypothesis used the T test and F test, the determination test (R²) and the path analysis path test.

From the results of multiple regression analysis, it shows that: 1. That there is a positive and significant effect of Product Display on Purchase Interest in the Queensland Shop in Padang City. 2. That there is a positive and significant influence of Store Atmosphere on Purchasing Interest in Queensland City Stores in Padang 3. That there is a positive and significant influence on Product Display and Store Atmosphere on Buying Interest in Queensland City Stores in Padang 4. That there is a positive and significant effect on Product Display on Impulsive Buying in Padang City Queensland Stores 5. That there is a positive and significant influence of Store Atmosphere on Impulsive Buying in Padang City Queensland Stores 6. That there is a positive and significant influence of Buying Interest on Impulsive Buying in Queensland City Stores in Queensland 7. That there is a positive and significant influence Significant Product Display, Store Atmosphere and Buy Interest in Impulsive Buying at the Queensland Shop in Padang City.

Keywords: Product Display, Store Atmosphere, Interest in Buying and Impulsive Buying

ABSTRAK

Adelweis Alfia Rezki, 16101155310509, jurusan manajemen tahun 2016, Pengaruh *Display Produk* dan *Store Atmosphere* terhadap Retensi *Impulsive Buying* pada Minat Beli Sebagai Variabel Intervening, dibawah bimbingan Bapak Emil Salim, SE,MM dan Bapak Rio Andhika Putra, SH.MM.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Display Produk* dan *Store Atmosphere* terhadap *Impulsive Buying* Pada pada Minat Beli Sebagai Variabel Intervening (Studi Kasus Pada Toko Queensland Kota Padang). Metode pengumpulan data melalui survey dan penyebaran kuosioner dengan populasi 4.968. metode analisis yang digunakan adalah analisis deskriptif, uji validitas dan realibilitas, uji asumsi klasik yang terdiri dari uji normalitas, uji heterokesdasitas dan uji multikolinearitas. Analisis regresi linear berganda, untuk uji hipotesis digunakan uji T dan uji F, uji determinasi (R²) dan uji jalur analysis path.

Dari hasil analisis regresi berganda, menunjukkan bahwa : 1. Bahwa terdapat pengaruh positif dan signifikan *Display Produk* terhadap Minat Beli pada Toko Queensland Kota Padang. 2. Bahwa terdapat pengaruh positif dan signifikan *Store Atmosphere* terhadap Minat Beli pada Toko Queensland Kota Padang 3. Bahwa terdapat pengaruh positif dan signifikan *Display Produk* dan *Store Atmosphere* terhadap Minat Beli pada Toko Queensland Kota Padang 4. Bahwa terdapat pengaruh positif dan signifikan *Display Produk* terhadap *Impulsive Buying* pada Toko Queensland Kota Padang 5. Bahwa terdapat pengaruh positif dan signifikan *Store Atmosphere* terhadap *Impulsive Buying* pada Toko Queensland Kota Padang 6. Bahwa terdapat pengaruh positif dan signifikan Minat Beli terhadap *Impulsive Buying* pada Toko Queensland Kota Padang 7. Bahwa terdapat pengaruh positif dan signifikan *Display Produk*, *Store Atmosphere* dan Minat Beli terhadap *Impulsive Buying* pada Toko Queensland Kota Padang

Kata Kunci : *Display Produk*, *Store Atmosphere*, Minat Beli dan *Impulsive Buying*